

# Global Luxury Whisky Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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### Abstracts

According to our (Global Info Research) latest study, the global Luxury Whisky market size was valued at USD 16290 million in 2022 and is forecast to a readjusted size of USD 28460 million by 2029 with a CAGR of 8.3% during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

Growing global demand: The luxury whisky market has experienced significant growth in recent years, driven by increasing demand from emerging markets such as China, India, and Southeast Asia. Whisky has become a symbol of prestige and status in these regions, leading to a surge in consumption.

Limited editions and rare releases: Whisky enthusiasts have shown a strong interest in limited-edition and rare whiskies. Distilleries have responded by releasing special bottlings, single cask releases, and limited-edition expressions, often with unique finishes or aged for extended periods. These limited releases appeal to collectors and investors and create excitement in the market.

Focus on craftsmanship and provenance: Consumers are becoming more interested in the production processes, craftsmanship, and heritage behind luxury whiskies. They appreciate distilleries with rich histories and traditional production methods. Brands that emphasize their craftsmanship and highlight their unique production techniques and aging processes have gained popularity.

Whisky as an investment: Luxury whiskies have gained attention as alternative investments. Some rare and collectible bottles have appreciated significantly in value over time, attracting investors who see whisky as a tangible asset with potential returns. Whisky auctions and dedicated investment funds have emerged to cater to this growing



interest.

Experiential marketing: Whisky brands have focused on creating immersive experiences for consumers, allowing them to engage with the brand and its products in unique ways. Distillery tours, tastings, and whisky festivals have become popular, providing enthusiasts with opportunities to learn, explore, and discover new expressions.

Luxury whisky, often referred to as 'luxury spirits,' represents the highest quality and most prestigious whiskies available on the market. These whiskies are typically crafted using exceptional ingredients, traditional distillation methods, and often aged for an extended period to develop complex flavors and aromas.

This report is a detailed and comprehensive analysis for global Luxury Whisky market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global Luxury Whisky market size and forecasts, in consumption value (\$ Million), sales quantity (M Bottles), and average selling prices (US\$/Bottle), 2018-2029

Global Luxury Whisky market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Bottles), and average selling prices (US\$/Bottle), 2018-2029

Global Luxury Whisky market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Bottles), and average selling prices (US\$/Bottle), 2018-2029

Global Luxury Whisky market shares of main players, shipments in revenue (\$ Million), sales quantity (M Bottles), and ASP (US\$/Bottle), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries



To assess the growth potential for Luxury Whisky

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Luxury Whisky market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Diageo, Pernod Ricard, Suntory, Brown Forman and R?my Cointreau, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

#### Market Segmentation

Luxury Whisky market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Irish Whiskey

Scotch Whisky

American Whiskey

Canadian Whisky

Japanese Whisky

Rye Whiskey

#### Market segment by Application



Offline Sales

**Online Sales** 

Major players covered

Diageo

Pernod Ricard

Suntory

**Brown Forman** 

R?my Cointreau

Bacardi

ThaiBev

**Edrington Group** 

William Grant&Sons

**Constellation Brands** 

Henkell-freixenet

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)



Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Luxury Whisky product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Luxury Whisky, with price, sales, revenue and global market share of Luxury Whisky from 2018 to 2023.

Chapter 3, the Luxury Whisky competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Luxury Whisky breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2022.and Luxury Whisky market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

Chapter 12, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War.

Chapter 13, the key raw materials and key suppliers, and industry chain of Luxury Whisky.

Chapter 14 and 15, to describe Luxury Whisky sales channel, distributors, customers, research findings and conclusion.



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